

Student: _____

B.S. - Business / Marketing
2019-2020

ID#: _____ Advisor: _____

GENERAL EDUCATION

_____ STS 100 Transition to College (1)
_____ STS 150 Personal Finance (1)
_____ STS 092 Library Research Skills (0)
_____ STS 101 Intro Computers (test/class) (0/1)
_____ ENG 101 English Comp 1 (3)
_____ ENG 102 English Comp 2 (3)
_____ ENG 450 Research Writing (3)
 (450 typically completed senior year)

_____ ECO 200 Macroeconomics (3)
_____ MTH 102 College Algebra (3)
_____ MGT 101 Discovering Bus. (3)
_____ Science with Lab (4)
_____ HIS 111 World History I (3)
_____ HIS 112 World History II (3)
_____ Foreign Language (3)

Choose 1 lower-division and 1 upper-division class from the following Social Science subjects:
_____ Lower-division _____ (3)
 (MCM 151, POL 150, PSY 101 or SSC 150)
_____ Upper-division _____ (3)
 (MCM, PSY, SSC, POL or ECO)

One of the following two must be upper-division:
_____ Literature _____ (3)
_____ Humanities* _____ (3)
 **(ART, HIS, HUM, LIT, PHI, or For. Lang. 102+)*
_____ Multicultural Issues _____ (3)
 (HUM 307, HUM 311, LIT 305, MCM 300, MCM 308, MGT 325 or POL 351)

GE Units Required: 48

Completed: _____

Remaining/In Progress: _____

BUSINESS CORE

_____ ACC 201 Prin of Financial Acct (3)
_____ ACC 202 Prin of Managerial Acct (3)
_____ ECO 201 Microeconomics (3)
_____ MTH 251 Statistics (3)
_____ FIN 320 Financial Mgt. 1 (3)

_____ MKT 316 Prin of Marketing (3)
_____ MCM 333 Business Comm (3)
_____ IMG 300 International Mgt. (3)

_____ MGT 206 Legal Envir of Bus. (3)
_____ MGT 313 Operations Mgt (3)
_____ MGT 317 Organ. Behavior (3)
_____ MGT 327 Business Ethics (3)
_____ MGT 400/401 Senior Capstone (3)

Core Units Required: 39

Completed: _____

Remaining/In Progress: _____

MARKETING MAJOR

_____ MKT 335 Marketing Research (3)
_____ MKT 436 Consumer Behavior (3)
_____ MKT 409 Strategic Mkt Plan (3)
_____ MKT 437 Internet Marketing (3)

Choose 2 courses from the following:

IMG 302 International Mkt
MKT 317 Entrep. Mkt
MKT 352s Political Mkt
MKT 419 Intg. Mkt Comm
MKT 441 Markets of One
MKT 442 Price Management

_____ INT 499 Internship (6)

Major Units Required: 24

Completed: _____

Remaining/In Progress: _____

ELECTIVES

_____ () _____ ()
_____ () _____ ()
_____ () _____ ()

Elective Units Required: 13 *Transfer/waiver adjustments, if applicable: (+ _____) (- _____) (New total: _____)*

Completed: _____

Remaining/In Progress: _____

GRADUATION PROGRESS:
(124 UNITS REQUIRED)

Completed: _____

Remaining/In Progress: _____

SEE ADDITIONAL INFORMATION AND NOTES ON BACK →

Key Definitions, Terms, Notes, and General Information

Academic Catalog – Available online, this document details Menlo College’s curriculum, all policies, processes, and other requirements

Credits/Hours/Units – The unit measuring educational ‘credit’, usually based on the number of class hours per week through a semester. This is the number in parentheses to the right of the course title on the front page

Degree Requirements –

- Students must complete & pass 124 units; 42 of these units must be upper division
- Cumulative GPA overall for all courses, **and** GPA for **all** major & core courses **MUST** equal 2.0 or greater
- Designated courses may require C- to pass, ex: MTH101, 102, ENG101, 102, etc. See course descriptions for details
- 30 units in major & core must be completed **at** Menlo; at least 24 of these units must be upper division
- Last two semesters before graduation, a student **must** be enrolled **at** Menlo

Electives – Almost any course taken that is NOT already required as a part of GE, Core, or Major requirements. See an advisor for exceptions

Foreign Language 102 – **NOT** an upper division course; will **NOT** meet any upper division requirement

General Education – These required courses are designed to introduce students to a variety of subjects & disciplines, and to assure Menlo graduates possess strong writing, quantitative, & analytical skills

Internship (Business) – Typically completed in the summer before senior year. Please contact the Internship office to discuss options & ask questions

Lower-Division – Courses numbered lower than 300 (ex: ENG 101)

Upper-Division – Courses numbered 300 or higher (ex: PSY 411)

MCM 300 (History of Film) – May count as UD Humanities/History course, or UD MCM course

No “double-dipping” – Courses may only count as one requirement. Example: MCM 333 is required for Business degrees, so it will not *also* count as the upper-division Social Science requirement

Subjects – ACC (Accounting), ECO (Economics), ENG (English), FIN (Finance), HIS (History), HRM (Human Resources Management), HUM (Humanities), IMG (International Management), LIT (Literature), MTH (Math), MCM (Mass Communication), MGT (Management), MKT (Marketing), POL (Political Science), PSY (Psychology), SMG (Sports Management), SSC (Social Sciences), STS (Study Skills)

Transfer courses – Maximum 70 lower-division credits and 24 upper-division may be transferred in for credit. Community college classes will only count as lower-division. Upper-division are typically taken at a 4-year institution. Transfer courses do not affect your Menlo GPA

PREREQUISITE COURSES

GENERAL EDUCATION

HIS 111 – (ENG 101 co-req)
HIS 112 – (HIS 111, ENG 102 co-req)
ENG 101 – (Place. test or ENG 100)
ENG 102 – (ENG 101)
ENG 450 – (ENG 102)
ECO 200 – (MTH 100/101, ENG 102 co-req)
MTH 102 – (Place. test or MTH 100/101)

MARKETING MAJOR

MKT 335 – (MKT 316, MTH 251)
MKT 409 – (MKT 316, ACC 202)
MKT 436 – (MKT 316, ECO 200, ECO 201)
MKT 437 – (MKT 316, ECO 201)
Not all below are required; refer to front page for details.
IMG 302 – (ECO 200, IMG 300, MKT 316)
MKT 317 – (MKT 316, ECO 201)
MKT 352s – *see MyMenlo*
MKT 419 – (MKT 316, ENG 102)
MKT 441 – (MKT 316)
MKT 442 – (ACC 201, ECO 201, MKT 316, MKT 436, MTH 251)

BUSINESS CORE

ACC 201 – (MGT 101, MTH 100/101, ENG 101)
ACC 202 – (ACC 201 & MTH 102 w/ a “C-” or better)
ECO 201 – (MTH 100/101)
IMG 300 – (MGT 101, ENG 102, ECO 200)
FIN 320 – (ACC 201, ECO 201, MTH 102, MTH 251)
MKT 316 – (MGT 101, ENG 102, ECO 200)
MCM 333 – (MGT 101, ENG 102, ECO 200)
MGT 206 – (MGT 101, ENG 101)
MGT 313 – (MGT 101, MTH 102, MTH 251)
MGT 317 – (MGT 101, ENG 102, ECO 200)
MGT 327 – (MGT 317)
MGT 400/401 – (FIN 320, MGT 313, MKT 316, MGT 317, IMG 300)
MTH 251 – (MTH 102 or MTH 260 w/ a “C-” or better)

ADDITIONAL COURSES

Information regarding prerequisites for all other courses are online in MyMenlo and the Academic Catalog.